

**DANE COUNTY  
POLICY AND FISCAL NOTE**

<input checked="" type="checkbox"/> Original	<input type="checkbox"/> Update	Substitute No. _____
Sponsor: Supervisor Rusk		Resolution No. 2018 RES-476
Vote Required:		Ordinance Amendment No. _____
Majority <input checked="" type="checkbox"/>	Two-Thirds <input type="checkbox"/>	

**Title of Resolution or Ord. Amd.:**

AUTHORIZING EXECUTION OF AN AIR SERVICE PROMOTION AND MARKETING AGREEMENT WITH UNITED AIRLINES, INC.  
-DANE COUNTY REGIONAL AIRPORT-

**Policy Analysis Statement:**

Brief Description of Proposal -  
Under Dane County Regional Airport's Air Service Promotion and Marketing Agreement, the airport will provide up to \$100,000 for marketing assistance towards United Airlines new non-stop air service between Madison and Los Angeles (LAX). In addition to marketing assistance, DCRA will provide a waiver of landing fees for United's flights arriving non-stop from LAX for twenty-four months from the initiation of direct service.

Current Policy or Practice -  
The Airport's Community Air Service Support Program offers marketing assistance and fee waivers to airlines offering new non-stop service from Madison to certain market destinations. The Airport currently has no direct airline service from Madison to Los Angeles. The fixed term promotional support and landing fee waiver is similar to that previously made available to other airlines under the Program.

Impact of Adopting Proposal -  
Non-stop service to LAX will offer convenience and time savings to passengers whose final destination is the Los Angeles area as well as to those individuals making domestic and international connections at this major United Airlines hub.

**Fiscal Estimate:**

<u>Fiscal Effect (check all that apply) -</u>	<u>Budget Effect (check all that apply)</u>
<input type="checkbox"/> No Fiscal Effect	<input checked="" type="checkbox"/> No Budget Effect
<input type="checkbox"/> Results in Revenue Increase	<input type="checkbox"/> Increases Rev. Budget
<input checked="" type="checkbox"/> Results in Expenditure Increase	<input type="checkbox"/> Increases Exp. Budget
<input checked="" type="checkbox"/> Results in Revenue Decrease	<input type="checkbox"/> Decreases Rev. Budget
<input type="checkbox"/> Results in Expenditure Decrease	<input type="checkbox"/> Decreases Exp. Budget
	<input type="checkbox"/> Increases Position Authority
	<input type="checkbox"/> Decreases Position Authority
	Note: if any budget effect, 2/3 vote is required

**Narrative/Assumptions about long range fiscal effect:**

Developing new service options from Dane County Regional Airport could result in additional passengers and a corresponding increase in certain revenues. The landing fee waiver will only impact fiscal years 2019 through 2021.

**Expenditure/Revenue Changes:**

	Current Year		Annualized			Current Year		Annualized	
	Increase	Decrease	Increase	Decrease		Increase	Decrease	Increase	Decrease
<b>Expenditures -</b>					<b>Revenues -</b>				
Personal Services					County Taxes				
Operating Expenses					Federal				
Contractual Services	\$100,000				State				
Capital					Other		\$60,000		\$80,000
<b>Total</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>Total</b>	<b>\$0</b>	<b>\$60,000</b>	<b>\$0</b>	<b>\$80,000</b>

**Personnel Impact/FTE Changes:**

None

**Prepared By:**

Agency: Airport	Division: Administration
Prepared by: Doug Pickard	Date: 12/28/18
Reviewed by: Kim Jones	Phone: 246-3384
	Date: 12/28/18
	Phone: 246-3391